1987 FOURTH QUARTER PROGRAM SUMMARY

COMPANY	EFFECTIVE DATE	OFFER	TOTAL PROGRAM OFFER	WEEKS	EST. UNITS
PM	12/18	2.75 wks Total -	Normal	1.75	7.4
			Add'l	1.0	4.3
		12/21-31/87	Total	2.75	11.7
RJR	12/3	6.5 wks Total -	Normal	3.0	10.9
			Add'l	3.5	12.4
		w/o 12/7, 2.3 wks	Total	6.5	23.3
		w/o 12/14, 2.3 wks			
		12/21-31, 1.9 wks			
B&W	12/4	6.5 wks Total -	Normal	3.5	4.2
			Add'l	3.0	3.6
		w/o 12/8, 2.5 wks	Total	6.5	7.8
		w/o 12/14, 2.5 wks			
		12/21-31, 1.5 wks			
AMERICAN	12/4	2 Week Credit Memo	Normal	2.0	1.5
LORILLARD	12/18	3.5 wks Total -	Normal	1.5	1.4
			Add'l	2.0	1.85
		12/20-31, 2.5 wks	Total	3.5	3.25
		w/o 1/18/88, 1.0 wk			
L&M	12/10	6.0 wks Total -	Normal	3.0	.450
			Add'l	3.0	.450
		w/o 12/14, 1.5 wks	Total	6.0	.900
		w/o 12/21, 2.0 wks			
		w/o 12/28, 2.5 wks			

DB 2045364501

Source: https://www.industrydocuments.ucsf.edu/docs/fhwj0004